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## **Press Release**

For release: June 15, 2021

Contact: Sarah Toth, Executive Assistant, The Benefits Alliance Group Inc., (905) 669-5577 Ext. 225

### **The Benefits Alliance Group Announces ALAViDA as Newest Preferred Partner.**

CONCORD, June 15, 2021

The Benefits Alliance Group is proud to announce that ALAViDA has been selected as its newest Preferred Partner with the goal of helping clients save on the high personal costs of addiction. ALAViDA is a stigma-free and evidence-based comprehensive solution for all substances and challenges. ALAViDA uses a unique and interconnected model of virtual care that links physicians, therapists, and a virtual companion to meet the individual and their unique needs and goals.

"The Benefits Alliance Group is looking forward to partnering with ALAViDA as they continue to provide an innovative solution to address substance use for employees across Canada," said Mike Macoun, President of The Benefits Alliance Group. "This partnership allows The Benefits Alliance Group to offer accessible, low-barrier care for clients at a fraction of the cost of traditional approaches."

Traditional substance use treatment programs typically require abstinence and a commitment of at least 30-60 days away from home, family, and work. With ALAViDA, it is not one-size-fits-all. Abstinence is not a requirement, and the individual works with the care team to determine the best approach to treatment. The program is the first of its kind to combine medication and therapy with easy-to-use technology to personalize treatment and allow clients to privately access their care team from anywhere, including from their own home.

"Substance use is a medical problem, not a moral one. Social and workplace stigma, waitlists and high costs are some of the significant barriers to treatment that prevent many people from seeking help before their substance use becomes unmanageable - if they seek help at all," said Elliot Stone, ALAViDA CEO. "We're thrilled to partner with The Benefits Alliance Group because we share the same approach of flexibility and working closely with clients to help them reach their goals."

#### **About ALAViDA**

ALAViDA is a one-stop-shop approach for any level of substance use disorder – alcohol and drugs – mild, moderate and severe. ALAViDA connects patients with behavioural coaches, therapists and physicians who work as a team to deliver personalized care right to their smartphones. ALAViDA is an employee benefit with varying plans and personalized therapeutic programs, which has proven to minimize time out of the workplace. Traditional rehab often costs \$30,000 or more a month. ALAViDA's program is a mere fraction of that. More than 79 percent of those signed on reported increased control, and 86 per cent reduced substance use. To learn more, visit: [www.alavida.co](http://www.alavida.co).

#### **About the Benefits Alliance Group**

The Benefits Alliance Group includes 28 independent member firms and more than 200 advisors with over 7,500 clients. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.

**For further information, please connect with Sarah or Yolanda.**

Press Contact: Sarah Toth, Executive Assistant, The Benefits Alliance Group Inc.

Email: [sarah.toth@benefitsalliance.ca](mailto:sarah.toth@benefitsalliance.ca)

Phone: (905) 669-5577 Ext. 225

Website: [www.benefitsalliance.ca](http://www.benefitsalliance.ca)

ALAViDA Contact: Yolanda Billinkoff, Head of Sales

Email: [yolanda@alavida.co](mailto:yolanda@alavida.co)

Phone: (416) 662-6674

Website: [alavida.co](http://alavida.co)